ABSOLUTELY PURE BEERS

Heurich's Have the Government Behind Them.

OFFICIAL TEST AS MADE PUBLIC

Thousands of Barrels Consumed Daily— Product of a Vast Establishment.

CAREER OF CHRISTIAN HEURICH

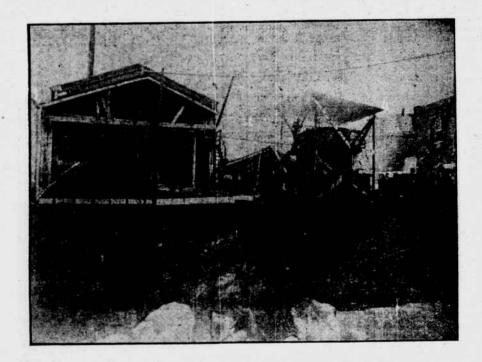
ton a stranger, who, with rare business dispernment, saw in the steady and substanttal growth of the city a splendid field for future mercantile operations. The stranger was Mr. Christian Heurich, whose capital

Thirty years ago there came to Washing- indorsement is the grandest testimonial that can be given to the product of a business concern.

As the beautiful and historic city of Washington has made marvelous progress during the past fifty years of its life along all lines, so has the Christian Heurich was Mr. Christian Heurich, whose capital tonsisted of a small amount of money but with a large stock of energy, experience and probity.

With characteristic pluck he started a brewery on a small and modest scale, in tonnection with Mr. Paul Ritter, whose interest he bought out in the succeeding year.

all lines, so has the Christian Heurich Brewing Company made equally marvelous advancement during the thirty years of its existence. A saying trite, and true, is that "figures never lie." Then a glance at Mr. Heurich's record books, which are always kept open for public inspection, will bear out the statement that the business growth of his establishment has indeed been mar-



HEURICH'S OLD PLANT.

From this small beginning has grown the great modern brewery, covering the tract was a yearly output of but 1,414 barrels between 25th and 25th D and Water of box between 25th and 26th, D and Water streets northwest, which in equipment and quality of product is second to none in the United States. At the very outset of his barrels. At this time the storage departcommercial career Mr. Heurich realized that his business success would be determined by the quality of the beer had a duantity of the beer had a duantity of beer kept on hand was 4376 barrels. At this time the storage department of the company contains 32,350 barrels of the beverage. These flows mined by the quality of the beer he placed upon the market, and his sturdiest efforts cannot supplement.

but the United States government, after a

cannot supplement.

Mr. Christian Heurich has been a public has succeeded is in every-day evidence. It was due to be the succeeded is in every-day evidence. It was due to be the succeeded is the best is attested by the terprise that the price of ice.

many thousands of consumers who give the Heurich brands their preference.

Not alone has the verdict of the public been given in favor of the Heurich beers, plant in his extensive establishment in 1895, and not only made ice for his own immethorough analysis, in comparison with the diate uses, but supplied it to his patrons, products of other breweries, has pronounced which had the effect of shivering the highthe Heurich Maerzen and Senate beers to be price slate that was being prepared and absolutely pure and wholesome. Such an bringing down the price of that commodity.

So with the up-going of coal there has been a down-going of ice. The present capacity of the ice-making plant is 150 tons a day. This will be increased before the arrival of summer to 200 tons.

In his zeal as a benefactor of humanity Mr. Heurich is a warm adherent of the pure food bill, and is using his best efforts to secure its passage by Congress. He believes that such a law should be in operation and its provisions rigidly enforced. In this connection he is willing, even anxious, to have his beers analyzed at any time and place, for such analysis would be the best indorsement his products could be given, giving additional proof of their purity.

The career of Mr. Christian Heurich has been an interesting and instructive one, by which the younger generation can profit. Born at Haina-by-Roemhild, Saxe-Meiningen, Germany, in 1842, where he obtained a good common school education, he came to the United States in 1866, and in 1873 was married to a most amiable lady. His was married to a most amiable lady. His first work in a brewery in this country was in Baltimore, from whence he went west and found employement with Seipp & Lehman, later called the Conrad Seipp Brewing Company of Chicago. There he remained until 1868, when he returned to Baltimore and found employment as a malster. timore and found employment as a malster, giving entire satisfaction to his employers.

But young Heurich had determined to make a mark for himself in the world, and he decided not to remain as a salaried employe for others. He decided to embark in a business career for himself, and was not long in carrying that decision into practice. With persistence and pluck, which have always been his marked characteristics, he came to Washington and started the little brewery in 1872, which was the means of his business upbuilding.

Before coming to this country Mr. Heutimore and found employment as a malster,

his business upbuilding.

Before coming to this country Mr. Heurich traveled extensively through Germany and Austria, visiting all the principal brewing cities of those empires. This experience covered a period of seven years, during which time he worked as a journeyman in all the celebrated breweries of Germany and

nish the analysis. Then he promised to furnish it, and stated in private conversation, and in the presence of another gentleman, that two samples of the Heurich beers, one of bottle and one of draught beer, had been analyzed and were found to be "pure and free from admixtures." He promised to write a letter, furnishing the analysis, but later, for some reason, changed his mind and refused to do so.

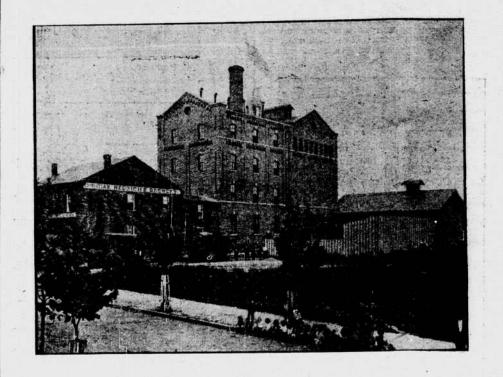
Well knowing the justice of his demand and feeling himself injured in his business and fair name as a manufacturer of a pure and healthful article of beer, Mr. Heurich sought redress for the wrong by an appeal to Congress. In his petition to that body he recited that he was the proprietor of the largest brewing establishment in the city of Washington, and after stating his case in a straightforward and business-like manner, he asked for redress for his grievance.

his grievance.

The petition resulted in the introduction The petition resulted in the introduction in the House of Representative of a resolution by Representative Romeis of Ohio, calling upon the Commissioner of Agriculture to inform the House "on what grounds, if any, he refuses said Heurich the information demanded by him." The resolution was referred to the committee on the liquor traffic.

traffic.

Per cent.
SPECIFIC GRAVITY1.0143
ALCOHOL, BY WEIGHT 4.18
ALCOHOL. BY VOLUME5.24
EXTRACT5.05
ORIGINAL GRAVITY1.0533
ASH3.88
REDUCING SUGAR AS MAL-
TOSE1.25
DEXTRIN



HEURICH'S TWENTIETH STREET BREWERY.

Austria, in order to perfect himself as a master in the art of brewing.

The Western Brewer, the leading trade publication, in speaking of Mr. Heurich's marked and deserved success, says:
"Starting from absolutely nothing but a
knowledge of brewing and an ability to
labor, Chris. Heurich has won for himself a foremost position in a city where it has been often said nobody can succeed unless he has a government office. He is essentially a self-made man, yet he is ever a gentleman, a man of plain manners and habits, a most true friend and an ornament to the trade in which he has become so

rominent a figure." Mr. Heurich's master stroke was his action which resulted in compelling the United States Department of Agriculture to make public the results of the analysis of the different brands of beer on sale in Washington. The analysis was made under the pretext of exposing adulterations of food and drink, and when published by the department stated in what cities the beers were manufactured, but failed to give the

names of the manufacturers.
Some of the local samples having been found to contain foreign or deleterious sub-stances, the Heurich beers, as well as the others made in this city, naturally came under suspicion as being impure or adulterated. Mr. Heurich declined to allow his products to remain under a cloud, knowing full well that only the best and purest ingredients were used in their manufacture. He therefore applied to the Commissioner of Agriculture for the analysis of the sam-

ples of his beer.
The Commissioner first refused to fur-

FREE ACIDS AS LACTIC....0.59 PHOSPHORIC ACID......0.86 CARBONIC ACID......0.415

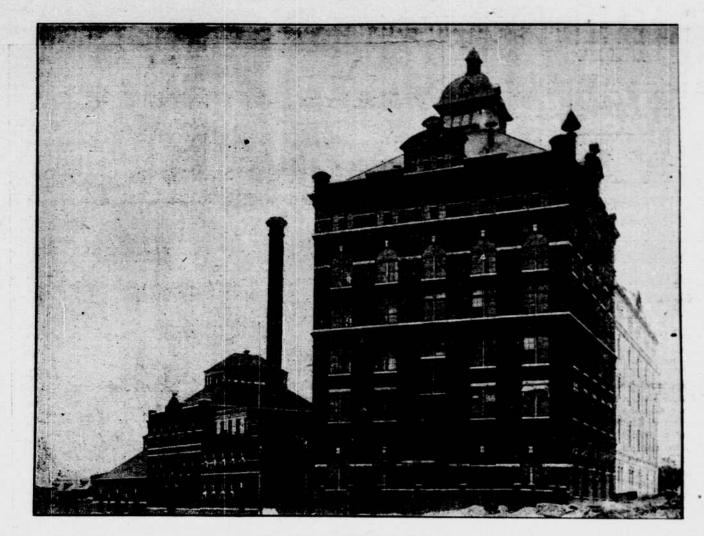
The most eminent authority in this country on the subject of chemistry, and especially of beer, is Prof. H. W. Wiley, chief chemist of the Department of Agriculture. All the various beers exhibited at the World's fair at Chicago were referred to him far analysis.

All the yeast used by Professor Wiley in his many experiments in behalf of the United States government is procured by him from the Heurich brewery. He says: "Yeast is one of the most important things in our experimental work. We use fermentation in a great many of our analytical

processes. "Whenever we have any fermenting work to do," added Professor Wiley, "we send down to Mr. Heurich for yeast, and we have stopped using the compressed yeast on the market because we find the yeast furnished us by Mr. Heurich is very superior in its action. I have observed it carefully in fermenting work in comparison

with the yeast of commerce. "Mr. Heurich gets his high quality in yeast by careful culture and avoidance of extraneous germs. As to the exact process he uses in working his yeast I have always felt it to be a trade secret, but I have visited the place where he keeps his yeast. and have observed the great care and skill he employs in preserving it in a state of

"We also use Mr. Heurich's malt," con-



HEURICH'S NEW PLANT.

when excursions used to go out of Wash-ington and come back with half the people

drunk and fighting. That was in the whisky drinking era. "Now," he added, "20,000 people can go away on a holiday and not two of them will come back drunk. That is because these are the days of beer."

Mr. Heurich's magnificent brewery, which covers with the most modern and substan-

covers with the most modern and substan-tial improvements the large tract of land

between 25th and 26th streets, D and Water streets, is a living monument to his perse-verance, energy and thrift. This locality, not many years ago, was a barren waste,

not many years ago, was a barren waste, inhabited only by insects and frogs. Now it is a veritable bee hive of industry—a throbbing, pulsating center of business activity, with its army of busy employes, whirling machinery and the hundred and one things which go to make up a great modern brewing establishment. Complete in its every detail and equipped with mechanism which has no duplicate in the world, it is no wonder that Heurich's brewery has become one of the sights of Wash-

ery has become one of the sights of Wash-

ington to which visiting strangers make

cluded Professor Wiley, "in our experi-mental work in the conversion of starch into sugar, and always find it fresh and We have used it for several years active. We have used it for several years in our laboratory and we use no other."

It is such indorsements as these which have gained for LIr. Heurich's products the enviable and deserved reputation of being "the best beer in America." This applies to both his lig... and dark beers. Heurich's Senate has no equal as a light beer. It is kept by him from eight months to a year before being placed on sale. This carries it before being placed on sale. This carries it through the second stage of fermentation. That it is pure and healthful, if further evidence were needed, it is only necessary to state that leading Washington physicians not only prescribe it for their patients, but drink it themselves.

The famous Heurich's Maerzen, a dark

beer, has been brewed for a quarter of a century. It has stood the test of time, and connoisseurs declare it has no equal in the world, not even the famous beer of Munich. Some of the simpler experiments made to demonstrate the healthfulness of Heurich's beers have demonstrated that an oyster left in this beer will dissolve, whereas if placed in wine or whisky it will become hard and tough, like a piece of leather. Cheese eaten with Heurich's beer is easily digested, even if entirely undigestible otherwise.

The process of brewing at the Heurich brewery is the very best and most modern in every detail. In the great storage cellars the beer is perfected by aging and kept at a constant temperature by refrigeration, as also is the hop cellar, which is as secure against germs and extraneous substances as

if it were hermetically sealed. The cleaning of the malt, the cooling of the beer, the mashing-in process and the devices for securing absolute perfection and deanliness are unique and unusual.

Mr. Heurich has hundreds of testimonials from the men who sell beer and those who drink it, all tending to prove the claim that Heurich's is "the best beer in the world." These include men in every walk of lifestatesmen, pnysicians, lawyers, actors, newspaper men, artists and along through the category, and their general verdict is that Heurich's beers are pure, are popular, are healthful and delicious.

Mr. Heurich claims, and rightly, too, to b a most practical promoter of temperance. He quotes one of the leading thinkers of this age, who has declared that "beer has been the greatest agency of the century in reducing drunkenness." An evidence of this s contained in the recent reports of high army officers, who declare officially that the abolishment of the canteen in the army was a serious mistake and has resulted in whisky drinking outside of the military posts, and consequent drunkenness, deser tion, court-martials and general demoralization among the soldiers. Only beer was sold at the army canteens.

Many eminent physicians of Washington have stated that pure beer, such as that manufactured by Mr. Heurich, is a healthful beverage. It is a gentle tonic, possessing both stimulative and food properties. Physicians themselves pretty generally drink beer to some extent, and they prefer Heurich's products. At a recent annual banquet of the Clinical Society Heurich's beer was the third item on the menu.

A leading physician recalled the early days of Washington, when whisky drinking was the rule. He said he could remember when everysions used to go out of Wash.

ond brewery, on 20th street, in 1877 and 1878, owing to the rapid growth of his business. In 1881 and 1882, his business expansion continuing, he again found it necessary to increase the size of his establishment. The present great plant is his crowning triumph. The marked success of crowning triumph. The marked success of Mr. Christian Heurich is a matter of congratulation to ...mself and a matter of pride to the city for which he has done so

much to upbuild.

The winning of the silver medal at the Paris exposition by Mr. Heurich was most significant. In January of 1900 a shipment of bottled beer was made through the Department of Agriculture, in connection with their exhibit, for exhibition, and in the May following a shipment of beer was made direct to the Paris exposition. The latter direct to the Paris exposition. The latter never arrived, and a suit is now pending in the courts for damages sustained through its loss. This necessitated, for the purpose of reward, the use of the beer bottled in January, and the award of the silver medal was therefore won by beer that had been bottled six months instead of six weeks.



IS OLD AND HONORABLE

THE SOLID FRANKLIN (FIRE) IN-SURANCE COMPANY.

Its Charter Was Signed in 1818 by President James Monroe and Henry Clay.

The Franklin (Fire) Insurance Company of Washington, D. C., was chartered by Congress April 9, 1818, and was the first of the kind here established. The charter act bears the signatures of Henry Clay, Speaker of the House of Representatives; John Gaillard President of the Senate pro tempore, and James Monroe, President of the United States. The original term of the charter was for twenty years, and renewals have been procured regularly for similar periods.

This standard old company is a veritable business landmark of the District, and its stability and the probity of its managers have never been in question. Among its first stockholders, when the city of Washington was in its swaddling clothes, were men prominent in national and local affairs, and the descendants of some of them still hold shares in this company.

One of the brightest pages in the history of this solid old company contains the complimentary and commendable statement of fact that during the eighty-four years of its existence the Franklin has never con-tested a claim nor failed to pay a regular dividend semi-annually. Such a record is indeed one to be proud of. The excellent tanding of this old company is evidenced by the high class of gentlemen who compose its present officers and board of directors. These are: President, Dr. Daniel B. Clarke; treasurer, Mr. Charles S. Bradley; vice president, Mr. James L. Norris; secretary, Dr. W. P. Young. Directors— Dr. Daniel B. Clarke, Messrs. Ralph L. Gait, Alex. Porter Morse, James F. Oyster, Charles S. Bradley, Benjamin W. Guy, James L. Norris, Thomas E. Waggaman, W. Taylor Birch, S. H. Kauffmann, George

Ryneal, jr., and George Wright.
The act of Congress creating the Franklin Fire Insurance Company away back in 1818 provided that a subscription be opened in the city of Washington for raising a capital stock of \$250,000 in shares of \$25 each, and that as soon as 5,000 shares had been subscribed the stockholders would pro-ceed to the formation of the company by the election of officers and a board of directors of twelve shareholders. The company was formed with but \$25,000 actual cash. While \$125,000 had been subscribed, \$100,000 of this amount was in negotiable notes. At that time the population of Washington was not over 20,000.

The first offices of the company were located in the building on the north side of Pennsylvania avenue between 6th and 7th streets known as Davis' Tavern. They were later moved to a room in Gadsby's house on 6th street. After other changes the company in 1895 purchased the present andsome quarters, 419 10th street. On December 31, 1901, the books of the

company showed the following assets and Habilities: Cash on hand and in bank, \$5,755.70; real estate owned by the com-pany, \$72,038.20; mortgages (first lien on real estate), \$160,150; stocks and bonds (market value), \$56,207.89; bills receivable,

surance premiums, \$152.24; unpaid dividends, \$62.50; net surplus, \$159,515.19.

tal, \$298,747.86. The statement is a credit to this old corporation, which has numbered in its mem-bership some of the very best and most progressive citizens of Washington. A large portion of the stock of the company is still in the hands of the descendants of the original incorporators.

Since 1828 a 5 per cent semi-annual dividend has been paid, and is now being paid on the present cash capital of \$125,000 The history of the Franklin Company is full of interest, dating back to the days when Washington was in its infancy. It shows that the corporation has kept pace, step by step, with the remarkable advance-ment of the city to its present magnificent proportions and unexampled prosperity.

ABOUT BIRDS AND ANIMALS. A Complete Establishment Where Pets Can Be Procured.

It is the desire of every boy and girl at one time or another to possess a guinea pig, rabbit, turtle or some other zoological specimen. Whenever this desire takes possession of a boy or girl in Washington, and their parents are disposed to gratify it, a visit is generally paid to Edward S. Schmid's Emporium of Pets at 712 12th street. Mr. Schmid has catered to the fancy of

fuveniles and grown-ups since 1880, when he established his present business. Some years ago Mr. Schmid bought from a dealer in New York a bird known as the Rock Mino. The bird was brought here to his store, then situated on 12th street below the avenue. The bird resembled a crow, and the remarkable thing about it was that play of their goods and also as an office. its voice was so similar in quality to the human voice it was impossible to detect the difference. The bird learned to carry on a regular conversation and was the sen-

bird. He was finany sold to a local restaurant keeper, but died soon afterward. Always on the lookout for novelties, Mr. Schmid at one time sent a trapper to Mex-ico to secure parrots. The venture, through the death of the parrots on the way here, caused him to lose money.

In the establishment may be found any-

sation of the city. Large crowds visited his

store daily to see and hear the wonderful

thing from meal worms to boa constrictors Some time since he sold a sixteen-foot python to a showman. This was purchased from the captain of an East Indian ship in New York.

Mr. Schmid was born in New York in 1856 and came here in 1859 with his parents. He is a man of energy and makes constant ef-forts to please. As a result he has built up a business that is patronized by the lead-ing families of this city and country.

THE OLDEST DRUGGIST.

Mr. John R. Major Went Into Business in 1859.

Very few men in the commercial life of the city's growth during the past half cen- | poses tury than Mr. John R. Major, the oldest living druggist of the city. He was born refrigerator line. This company has de-

On April 1, 1859, with modest capital, he hatels and apartment houses in this city, started in business for himself, choosing as It has also built special designs of refriger-

BILLIARDS IN THE HOME

THE BRUNSWICK-BALKE COLLEN-DER COMPANY.

It Has Become a Popular House and Introduces a Popular Fireside Fad.

A history of the industrial growth of Washington would be incomplete if mention were not made of the well-known Brunswick-Balke Collender Company of 712 13th street northwest, whose large and prosperous establishment is so widely known to the general public. The product of this company has a world-wide reputation, there not being a city or town in the United States which does not have its billiard tables in either private residences or clubs. Of all the forms of indoor recreation there are noon more popular than the home billiard table. In fact, modern houses are now being built with arrangements for the accommodation of billiard tables, and in Washington this fact is strikingly shown by the many individuals who have in-

stalled billiard tables in their homes. In January, 1891, the Brunswick-Balke Collender Company opened a branch house at 1411 Pennsylvania avenue northwest, the concern occupying the upper floors at this number, which they utilized for the dis-Prior to the establishment of this office the company's representatives were accustomed to visit the city only on occasions which required their attention.

The business grew with remarkable rapidity, and in 1894 it was moved to 1310 Pennsylvania avenue northwest, owing to the limited facilities at their former number. A work shop was added and was under the charge of a foreman with capable mechanics. It was equipped with all the neces-sary tools and appliances for the repair and renovation of billiard tables and all work appertaining to their line of business.
This location was used for five years, and

at the expiration of that time it was found that still larger and more commodious quarters were required, owing to the ever-in-creasing business. The company ther leased their present location at 712 13th street northwest, which was rebuilt and arranged to suit their business, and was opened on August 1, 1899. In this building, which is particularly adapted to the business, is a large and handsome show room on the first floor, in

which the members of the company take pleasure in exhibiting their goods to the trade: a modern and well equipped shop on the second floor, where all repairs are made and where some few special orders are conthird floor where an extensive and assorted Very few men in the commercial life of stock is constantly kept on hand. The firm Washington can talk more interestingly of also utilizes the basement for storage pur-In addition to their 'billiard tables, the

in Alexandria, Va., in August, 1837, and came to Washington when but twenty years of age.

the best patents for bowling alleys and fix-tures appertaining thereto, and have lately nstalled several fine alleys in this city. In this line the company stand preeminent any other concern in the country. It also designs and manufactures the finest hotel and saloon fixtures, and in this line there are many handsome samples of the pany's work to be seen in all parts of the

The branch business in this city has grown gradually from a small beginning to its present substantial success, all of the firstclass billiard rooms in the city having Brunswick-Balke Company's goods in use and without exception all the private clubs and nearly all of the hotels of Washington are using billiard tables made by this con-

SUCCESSFUL IN BUILDING.

Notley Anderson Has Erected Some of the Leading Buildings in Washington. Washington is well proud of her many handsome residences and public buildings erected by its contractors, among whom Mr. Notley Anderson is one of the oldest and best known.

Mr. Anderson is a native of Washington, being born here in 1842. After leaving school he entered the em-

ploy of John W. Williams, who was then on 17th street, and under Mr. Williams' supervision he learned his trade, which at that time took six years. After being with Mr. Williams for a num-

ber of years he was employed as journeyman at the United States Capitol, working under the supervision of Architect Clark. Mr. Anderson, like all young men in those days, had a desire for western life, so he very soon departed for Kansas, which was a wild and uninhabited country at that time. Mr. Anderson, after a stay of three years in Kansas, and after seeing and enduring all the hardships of the rough western life, returned to Washington and opened an office on M street near 7th street northwest. He met with great success at this place, business increasing so rapidly that he was compelled to seek a larger office and accommodations for his work. He established an office on C street northwest, where most of the lumber yards and warehouse were then located. He remained at this place for a number of years, and then moved up town to the corner of

14th and P streets, where he remained five He then removed to the corner of 14th and S streets, and here he had his office until the building was torn down to make room for the large building which now occupies the corner. He leased the opposite corner, however, finding this location best suited for his purposes, and here he has remained up to the present day.

A LEADER IN REAL ESTATE.

Frederick C. Gieseking's Admiral Business and Professioal Experience. To be designated administrator of several estates is strong proof of confidence in a man. This confidence has been placed in Frederick C. Gieseking, not only in relation

Mr. Gieseking conducts a most successful real estate business at 627 E street north-

to estates, but by having bestowed upon him many positions of trust and responsi-bility during his active life.

FORTY-FIVE YEARS OLD

THE JEWELRY HOUSE OF J. KARR'S SONS.

This Firm Had Charge of the Timepieces of the House and

A history of the progress of Washington's business enterprises would not be complete unless mention is made of the well-known jewelry house of Messrs. J. Karr's Sons, now at their new location, 1225 F street.

For forty-five years this was one of the leading business houses on Pennsylvania avenue, and within the past few months the firm has moved into its present commodious quarters on F street.

This business was established by Mr. Jacob Karr, who came to Washington in 1856, and a year later started in business at what is now 319 Pennsylvania avenue, between 3d and 41/2 streets, as a watch and chronometer maker and jeweler. Watchmaking in those days was in many respects a different proposition to what it is today. and the old English watches, with verge fusee and chain, then commonly in use. required expert workmanship. Mr. Karr's efficiency in this line was quickly recognized and his success was assured. It was in the latter part of the sixtles that Mr. Karr made several business trips to Europe, making a study of the watchmaking industry abroad, bringing back with him the latest improved machinery for the construction of watches. It was at this time that he began the importation of watches, clocks and art goods. Mr. Karr for years had charge of all the chronometer repair work in the United States naval observatory, coast survey and other government

departments. He also had charge of the timepleces in the United States Senate and House of Representatives. Many Washingtonians no doubt remember the subsequent location of this business at 629 Pennsylvania avefor years Mr. Karr conducted his establishment. The location was then in the very heart of the retail business of Washington. It was here, in the eighties, that Mr. Karr's sons, Mr. Henry C. Karr, and a few years later Mr. Charles F. Karr, began their active business careers, deriving the many advantages of an established business and a thorough training in the technical branches of the watch and jew-elry trades. Mr. Henry C. Karr's educa-tion was still further advanced by a stay of several years abroad, and in 1888 he was graduated from the Horological Institute of Glashutte, near Dresden, Germany. In 1888 Mr. Karr purchased the jewelry business of the late Henry Semken, who for many years was well and favorably known as one of Washington's leading jewelers. The business was located at the corner of 10th street and Pennsylvania avenue, and in this place, until recently, owing to the ever-increasing business, the firm moved into its present elerant quarters on F street. While the business is at present conducted by Mr. Henry C. Karr, Mr. Karr, sr., nevertheless devotes much of his time

ing a large number of leading Washington citizens and officials as its patrons. The name of Karr has been allied with the watch and jewelry trade of Washington for many years, and the reputation of the house for probity, fair dealing and general excellence has been maintained unble

during all these years. Altogether the success of J. Karr's Sons has been achieved through long and continuous service in the jewelry business, in which they have maintained through a long space of time a reputation for the highest skill in repairing and a thorough and expert knowledge of diamonds, watches and

reclous stones.

That the firm will be as successful in its new quarters as in the old home on the avenue is certain, for age is a factor in business, and when age is joined to a high reputation for integrity and sound judg-ment, as is the case here, J. Karr's Sons' continued prosperity is assured

A FAMOUS WHISKY.

Sales of "Old Purissima" by William Cannon Phenomenal.

Ten years ago Mr. William Cannon was looking for a good business opening in this city, and he found it. His successful career since that time as a wine and liquor dealer fully attests the wisdom of his selection of botn a business and a locality. When he opened his establishment, first at 1218 7th street northwest, he had a small stock of goods, but a large stock of energy and ambition, and as a result he forged ahead until today his place, in his present quarters, 1225-1227 7th street, is one of the most popular resorts in Washington.

Early in his business career Mr. Cannon adopted the motto, "The best is none too good," and has since applied it as a business rule to his well-regulated saloon. His efforts to please all patrons worked its own reward in such a marked increase in his business that he was compelled to move to his present location in order to find sufficient room for the accommodation of his many customers.

He keeps every leading brand of whisky that is distilled, and makes a speciality of ten-year-old Purissima whisky, the sales of which have been phenomenal, and for which he is the agent. The residents in the neighborhood of Mr. Cannon's place feel grateful to him that he keeps the best line of goods at the nation's capital, which saves them a trip downtown and the car fare for such a trip.

His line of cigars and tobaccos are excel-ent. Mr. Cannon also has a fine stock of imported goods, embracing cordials, bran-dies, wines and liquors of all descriptions. His generosity and courteous treatment of also makes a specialty of mellow eleven and thirteen-year-old Bourbon and Belle of Nelson whiskies, and some of his patrons ome a long distance to partake of his ageflavored beverages. It is no wonder he is a successful business man. All of his methods tend in but one direction-that of suc-

Miss Leavitt's Success. Miss Amy Clement Leavitt of Boston has

conservatories and abroad by

a long record here as teacher of plano, voice, harmony and sight singing, besides being an organist, accompanist and choir director. Her pupils have been well received in

Leschetizky and others, and many are

THE BERLITZ SYSTEM

FAMOUS PLAN OF A FAMOUS LANGUAGE SCHOOL.

Gold Medals of Paris Exposition-Nine Hundred Teachers and 30,000 Pupils.

Of all the private educational institutions here the growth of the Berlitz School of Languages has been most remarkable. It was a success from the start, and it was a success sure to be lasting. Much of this is due to Professor Gonard. The system is unquestionably one of the best; but the best system in the world would be a dismal failure in incompetent hands.

In no other city of the Union is there more need of such an institution as the Berlitz School than there is in Washington. New York is cosmopolitan, with a large foreign population, but the demand for purity of expression, for absolute accuracy in accent, is not such as it is in Washington. Men of deep learning, scholars in the full sense of the term, are to be met here at every turn. A smattering of this language or that would only hold one up to ridicule. To this high plane of excellence Professor Gonard has brought the Berlits School. The first of these institutions was estab-

lished in 1878, and there are now over 150 branches, scattered all over the world, with an average of 900 teachers and 30,000 pupils. The Berlitz method was awarded two gold and two silver medals at the Paris exposition of 1900, and its author decorated by France, Chevalier of Legion of Honor.

The Washington branch is located at 723 14th street northwest, where, under the management of Prof. A. Gonard, more than 800 pupils studied foreign idioms last year, mostly French, Spanish and German. Studying a language in the Berlitz School

is not the everlasting and tedlous work which we used to do years ago when trying to learn French or German; it is a pleasure and a time killer, in spite of the wonderfully rapid progress made by the student. Maurice Normand, the celebrated French

author, writes in L'Illustration: "It is proved that (in the Berlitz Schools) a person fifty-five years old, very busy, who devotes, every day, one hour and a half of his or her time to the study of a modern language of which he or she knows absolutely nothing can acquire, in less than two months, the practical use of a sufficient vocabulary to correctly converse on all usual subjects. A friend of mine and I have

MAURICE NORMAND," in L'Illustration. (Translation.) The German Encyclopedia (Meyers Con.

Lex.) says: "The Berlitz method is the systematized form of learning a foreign language in a foreign country by its actual use."

(market value), \$56,207.89; bills receivable, and others, and othe